

Jefferson County Position Description

Name:

Department: Health Department- WIC

Title: WIC (Breastfeeding) Peer Counselor

Pay Grade: N/A

Reports To: Public Health Registered
Nurse/WIC Breastfeeding
Coordinator

Date: January 2011

Purpose of Position:

The WIC Breastfeeding Peer Counselor provides basic breastfeeding information and support to WIC pregnant and breastfeeding mothers under the direct supervision of the WIC breastfeeding coordinator. The goal of the peer counselor is to increase breastfeeding initiation and longevity rates.

Essential Duties and Responsibilities. The following duties are normal for this position. These are not to be construed as exclusive or all inclusive. Other duties may be required and assigned.

- Counsel pregnant and/or breastfeeding WIC clients regarding the benefits of breastfeeding, overcoming common barriers, initiating breastfeeding techniques and preventing and handling common breastfeeding problems.
- Make routine contacts with assigned clients by telephone, WIC clinic visits, home visits and/or hospital visits at scheduled intervals determined by the local WIC program.
- Make appropriate referrals to WIC lactation consultants, hospital lactation consultants, health care providers, public health nurses and other community resources according to the referral protocols.
- Keep timely and accurate records of all contacts made with WIC clients.
- Attend and assist with prenatal classes and breastfeeding support groups.
- Attend staff meetings, other breastfeeding related meetings and breastfeeding trainings as appropriate.
- Read materials on breastfeeding provided by supervisor.
- Assist in promoting breastfeeding peer counseling through special projects and duties.
- Respect each client by keeping her information strictly confidential.

Minimum Training and Experience Required to perform Job Function:

- Has successfully breastfed at least one infant for at least six months (does not have to be currently breastfeeding) or meets other qualifications and has this criteria waived by the State WIC Breastfeeding Coordinator.
- Is enthusiastic and knowledgeable about breastfeeding and wants to help mothers enjoy a positive experience.
- Has good written and oral communication skills, preferably in Spanish and English
- Is a past or present WIC participant.
- **Training:**
 - Completes required training prior to working with WIC clients as a Breastfeeding Peer Counselor.

- Observes other peer counselors and/or lactation professionals helping mothers breastfeed for a minimum of 12 hours.
- Completes 50 hours of training every five years through the WIC program per identified training needs.

Physical and Mental Abilities Required to Perform Essential Job Functions

Language Ability and Interpersonal Communication

- Ability to analyze and categorize data and information in order to determine the relationship of the data with reference to criteria/standards. Ability to compare, count, differentiate, measure and/or sort data and information.
- Ability to persuade, convince and train others, including the ability to act in a lead capacity. Ability to advise and interpret how to apply policies, procedures and standards to specific situations.
- Ability to utilize descriptive data and information, such as WIC Breastfeeding Counseling Guidelines, regulations, client files and correspondence.
- Ability to communicate verbally and in writing with WIC Breastfeeding clients, supervisors, other WIC and Health department staff, medical personnel, clients' families.

Mathematical Ability

- Ability to add and subtract, multiply and divide.

Judgment and Situational Reasoning Ability

- Ability to use functional reasoning in performing semi-routine functions involving standardized work with some choice of action.
- Ability to exercise the judgment, decisiveness and creativity in situations involving a variety of predefined duties subject to frequent change.

Physical Requirements

- Ability to coordinate eyes, hands, feet and limbs in performing slightly skilled movements such as re-positioning infants.
- Ability to exert light physical effort in sedentary to light work, typically involving lifting up to 20 pounds, carrying, pushing and pulling.
- Ability to recognize and identify individual characteristics of forms and sounds associated with job-related objects and materials.

Environmental Adaptability

- Ability to work under safe and comfortable conditions where exposure to environmental factors such as potential violence and disease is minimal and poses little to no risk of injury.

Jefferson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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Employee's Signature

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Supervisor's Signature

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Date

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Date